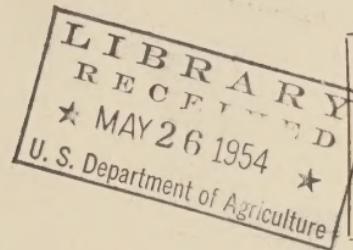


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1954 WATER LILY CATALOG



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Loveland, Ohio

Permit No. 5

Mr. Ralph R Shaw, Librarian
U S Dept of Agriculture,
Washington 25, D. C.

R

FOR YOUR WATER GARDENING PLEASURE

Water gardening is fun for everyone! A lily pool, whether it be large or small can bring to your own back yard rare and exotic beauty of water plants that cannot be rivaled by their sisters of the soil. Add a pool to your garden this year. It need not be large, you can have all the beauty of a big pool in a common wash tub or discarded bath tub. If you prefer, simple little pools are easily built out of concrete block, used brick, or stones and lined with cement. For a summer of real gardening pleasure, now and for years to come, try a miniature water garden of your own. These collections will assist you:

**Collection No. 5 A
TALL GROWING PLANTS FOR
CENTER OR BACKGROUND PLANTING**

Six plants suitable for planting in a box or pot about 3 to 6 inches below the water level. One each—Egyptian Paper Plant, Imperial Taro, Umbrella Plant, Variegated Sweet Flag, Water Poppy, and Water Hyacinth.

ALL FOR ONLY \$2.00

**Collection No. 2
FOR THE MINIATURE WATER GARDEN**

All that you need for a Tub Garden—1 Hardy Water Lily—(Specify color—White, Pink, or Yellow), 3 Shallow Water Plants—1 Oxygenating Plant—1 Water Hyacinth—1 Water Poppy—1 pair Live-Bearing Snails.

ALL FOR ONLY \$3.50

**Collection No. 1
LOVELAND SPRING PLANTING COLLECTION**

If you already have a pool you know that every spring it needs a little house cleaning—a few new plants and snails—some mossy plants for the goldfish to hide in and to lay their eggs on. Every-

thing you will need to make your pool ready for a season of pleasure, even a box of Fish Food and Fish Tonic is included. You get: 5 bunches assorted oxygenating plants, 2 Water Hyacinths, 1 bunch Parrot Feather, 2 Water Poppy, 5 Snails, 1 box Fish Tonic, and 1—10 ounce box JO-JO Outdoor Fish Food. (Regular \$3.45 value).

ALL FOR ONLY \$2.75

**Collection No. S 1
SCAVENGGERS FOR THE POOL**

Snails and scavengers are necessary for the cleanliness of your pool and the health of your fish. They help keep the pool clean by devouring excess algae and decaying plant matter and by eating excess food that would sour in the water. Snails add to the interest of a pool and are usually reproductive and hardy. Collection S 1 consists of 10 assorted snails and clams (Fresh Water Mussels) Japanese Live Bearing Snails—Ramshorn Snails—Philippine Snails.

10 ASSORTED SCAVENGERS FOR \$1.00

**Collection No. S 3
SUBMERGED OXYGENATING PLANTS**

Plants that grow below the surface add life giving oxygen to the water and help to keep the water clean and clear. Submerged plants provide also a hiding place for baby fish and a shady rest as well. Included in this collection of oxygenating plants are seven assorted varieties best suited for this purpose. Anacharis, Cabomba, Myriophyllum, Money Wort, Ludwigia, Valesneria, and Sagittaria.

7 ASSORTED OXYGENATING PLANTS FOR \$1.00

PLANTS ILLUSTRATED ABOVE ARE LISTED IN COLLECTIONS ON THIS PAGE. IDENTIFIED AS FOLLOWS: FROM LEFT TO RIGHT:

Water Poppy—Egyptian Paprus Plant—Taro—Umbrella Plant—Variegated Sweet Flag—Water Hyacinth—(All these plants illustrated in pot are included in Col. 5 A)—Parrot Feather—Hardy Water Lily—Valisneria—Cabomba—Anacharis—Sagittaria—Myriophyllum.

HOW TO ORDER

These Terms and Directions Apply To Retail Orders Only

Order: early—our stocks are complete now—use this order sheet—additional order blanks will be sent with your order or on request. Print your name and address plainly on order blank—order by number as well as name of item from our catalog wherever possible. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE—Should be made by post office or American express money orders, bank draft, or your personal check. We do not recommend that you send currency or coins in the mails.

No C. O. D. orders accepted.

Minimum order from our catalog \$1.00.

If shipment is to be sent via Parcel Post—add 10% to your order to take care of handling and postage. Orders for \$2.50 or less require 25c extra for postage and packing. This amount must be added to amount of order. West of the Rockies add 35c.

If no allowance for Postage accompanies your order we shall assume that you wish your order shipped Railway Express—shipping charges collect.

HOW WE SHIP—

Railway Express—Aquariums, Stands, Aquarium Gravel, Aquarium Cement, Goldfish, Glassware items as indicated, Soil, and other large, heavy or bulky items are shipped via Railway Express, shipping charges collect. Other items ordered with above listed items can also be shipped Railway Express.

BAD ORDER REPORTS

If your shipment via Railway Express arrives damaged, spoiled or dead on arrival, accept shipment and Express charges. Have the delivery man or your Railway Express agent give you a "Joint Inspection Bad Order Report" stating your loss or damage—condition of contents—and box. If shipment was delayed enroute state length of time enroute—report all evidence of rough handling. In the case of goldfish state whether loss was due to can being overturned or damaged to cause water leaking or loss.

We do not guarantee replacement of any items shipped Railway Express unless we receive a copy of the Bad Order Report in the event of loss or damage.

GOLDFISH ORDERS AND SHIPMENT

All goldfish orders must be shipped Railway Express—if additional plants or merchandise are ordered with goldfish they can be sent at the same time along with the goldfish. No orders for goldfish accepted if shipping distance is over 1,000 miles.

We guarantee live arrival on all goldfish orders—if your shipment should arrive in bad condition get a "Bad Order Report" from the Express company—mail this to us—and return the empty shipping can—with these—we can replace "free" your loss. The right to replace or refund the purchase price is reserved to our discretion.

All cans which require a deposit must be returned prepaid to us at once—the deposit does not cover the cost of our cans—we would rather have our cans than your deposit—please help us!

PARCEL POST SHIPMENTS

We ship Parcel Post all small items when sufficient postage is included. All easily broken items are shipped Parcel Post insured. If your order is shipped insured and arrives damaged file claim with post office and send us this claim form for completion so that we may replace lost or damaged merchandise.

For safe speedy shipment of Aquatic Plants or other plants we strongly suggest Parcel Post Special Delivery. If Special Delivery shipment is desired add 15% to amount of your postage allowance.

Prices apply only to the United States proper.

Entire Contents this Catalog Copyrighted 1954—Loveland Goldfish Farm.

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GUARANTEE

We ship good stock carefully packed. All goods are guaranteed to reach you in good condition. If shipment should arrive in bad condition—be sure to receive a Bad Order Report from the Express Co.—stating condition of package and of fish—condition of water and if delayed stated thereon. Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any of your friends desire one of these catalogs just have them drop us a card, we will gladly mail one to them.

Hardy Water Lilies

Bloom and Beauty Year After Year

Our Hardy Water Lilies Are Guaranteed To Grow!

Guaranteed to give satisfaction—our Hardy Water Lilies are the easiest to grow. Choose any of the colors we have listed on this page—or order a complete collection for your pool. Properly planted, these lilies will grow and multiply this summer, and can easily be held over winter for next year's pool. These sturdy growers offer you a great variety of lovely waxy flowers; a galaxy of colors floating on the surface of the water in your pool.

We list in our catalog the Water Lilies we have found to be, in our thirty years of water gardening experience, the best and easiest grown. Some are new varieties, others are our old favorites that have proven themselves to be thoroughly hardy, prolific bloomers, and vigorous growers.

For your convenience we send along with every order printed leaflets containing complete cultural directions for the planting, propagation, and care of water lilies and water garden plants.

Red Varieties

GLORIOSA. One of those Lilies with an abundance of "It." It has no equal for blooming. No pool is complete without this beautiful red Lily. **\$3.50**

ATTRACTION. This bright red Lily is an attraction in itself. Large blooms frequently 8 inches across make everyone want to have this variety in their pool. A real aristocrat of the aquatic family. **\$4.00 each**

ESCARBOUCLE. The prettiest red of them all. It is a Lily we can recommend. A free grower. An early bloomer, exceptionally hardy. **\$4.50 each**

Yellow Varieties

SUNRISE. The biggest and best of them all. Looks like huge yellow suns floating among leaves that are beautifully marked with brown spots. The flowers are graceful in form, of glorious canary color. A lily that should be in every water garden. **\$3.50**

CHROMATELLA. A variety that far outsells any other Lily. It is one of the best of the yellow varieties. Leaves beautifully marked in deep green and brown. Bloom a rich yellow in color. **\$2.75 each**

YELLOW PYGMY. A tiny little pygmy that is ideal for tub-culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. **\$1.50 each**

Orange Varieties

COMANCHE. This is our choice of a sunset color Lily for a large pool. It has all one could ask for a Lily. It begins to bloom very early in the spring and we have seen it in bloom until ice forms in the ponds in winter. The color is a rich apricot, then changing to a deep bronze. **\$3.50**

AURORA. On the first day the flowers are a soft, rosy apricot, deepening by the third day to nearly a red. After your plant is established you will see blooms of three distinct colors. Quite an attraction. Suitable for small pools or tub garden. **\$2.25 each.**

White Varieties

GONNERE. The greatest and finest of white Lilies. Each blossom is a perfect globe. This variety is double clear to the center. Snowy whiteness of color. In our opinion it is one of the most attractive Lilies in our garden. **\$3.50 each**

ALBATROSS—a giant variety. With its huge widespread blooms, it is so very comparable to the significant name that it has won many who are looking for a pure white lily. This is quite the outstanding Lily in any pool where it is given any chance for growth at all. **\$3.25**

MARLIAC ALBIDA. A most desirable white variety, free bloomer. Try it. We are certain it will please you. **\$1.75 each**

GLADSTONE. One of the best of the White Lilies. Large white flowers with broad waxy petals. A strong grower and a free bloomer. It is excellent as a cut flower and very popular with beginners as it is grown so easily. **\$2.50 each**

Pink Varieties

MARLIAC ROSEA. This pink Lily stands out as a worthwhile variety for any pool. Excellent as a cut flower variety, its waxy blossoms last several days when picked. **\$2.50 each**

AMABILIS. A new variety that is a beauty. So different in form and bloom that we recommend it as something really worth while. It's in a class by itself. In color it is a bright silver-pink and its blooms easily average 7 inches in diameter. **\$3.50 each**

JOANNE PRING—A hardy pink miniature Water Lily—Flowers 2 to 2½ inches across and a rich deep pink in color—lighter toward the upper tips—Stamens are orange—yellow on the inside—and deep pink on the outside. Useful for tub garden or can be grown in any size pool. **Each \$3.00**



LOVELAND ALL STAR HARDY WATER LILY COLLECTION

If you are building a new pool this year, or renovating your old one you will want to start out with a new collection of the best Hardy Water Lilies available. To assist you in making the best possible selection we have grouped these outstanding hardy water lilies in two collections, both collections are intended for pools with a surface area of from 9 to 15 square feet.

FOUR STAR HARDY WATER LILY COLLECTION—
One each of the following varieties—RED—ATTRACTION; YELLOW—SUNRISE; PINK—AMABILIS; WHITE—GONNERE—regular \$14.50 value—SPECIAL COLLECTION PRICE only **\$12.95.**

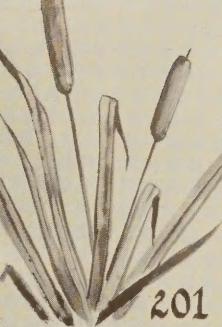
THREE STAR HARDY WATER LILY COLLECTION—
Three hardy water lilies at a modest price. All three of these lilies are selected from the more popular varieties in a medium price range. One each of the following varieties: RED—GLORIOSA; WHITE—GLADSTONE; YELLOW—CHROMATELLA—Regular \$8.75 value—SPECIAL COLLECTION PRICE **\$7.95.**

Collection No. 4

FOR SMALL POOLS — A COMPLETE COLLECTION
2 Water Lilies—Marliac Rosea and Gladstone.
6 Beautiful Floating, Shallow Water and Submerged Plants.

This collection can be arranged nicely in a pool—with top surface—4x4 or larger.

ALL FOR \$4.95



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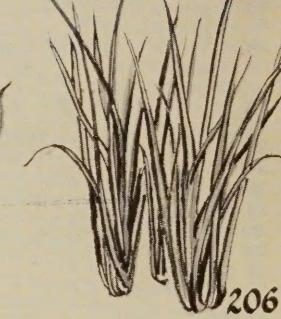
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206

† Cattail
† Graceful Cattail

† Flowering Rush

† Cardinal Lobelia

† Arrowhead

† Double Flowering Arrow

† Variegated Sweet Flag

These Water Plants provide the finishing touch to the perfectly balanced garden

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.

These are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Not in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants. Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.

Varieties marked with a (†) are suitable to plant at about 2 to 6 inches. Varieties marked with a (‡) are plants that like wet feet but with crowns and stems preferring the air and sunlight.

Varieties marked with a (\$) are the beautiful Tropical Plants.

201 †CATTAIL. Swamp plant. Hardy. 2 for 35c.

201A †GRACEFUL CATTAIL. A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 50c.

202 †FLOWERING RUSH. A hardy plant with peculiar three-sided leaves. Pink flowers are borne on round stems. 35c each; 3 for \$1.00.

203 †CARDINAL LOBELIA. Another beautiful native plant. Spikes of rich, cardinal-red flowers. 35c each.

204 †ARROWHEAD. A hardy plant that is easily grown. When in bloom its white flowers are admired. Spreads rapidly. Beautiful shaped leaves. 25c each; 3 for 50c; \$1.50 dozen.

205 †DOUBLE FLOWERING ARROWHEAD. A hardy plant for shallow water. Big beautiful double flowers—borne on long stems. Each 50c; 3 for \$1.35

206 †VARIEGATED SWEET FLAG. An old but worthwhile plant for the pool. Excellent for shallow water either in the pool or in a natural pond. Spreads rapidly and soon makes a wonderful display. Saber-like leaves, broadly striped green and ivory. 35c each.

207 †UMBRELLA PALM. Sub-tropical. This interesting plant forms a clump of tall round stems surrounded with a cluster of expanded foliage that somewhat resembles an umbrella. It thrives in moist soil. It may also be grown as a house plant. 35c.

THE FOLLOWING PLANTS ARE PERENNIAL: Water Iris, Japanese Iris, Cattails, Cardinal Lobelia, Floating Heart, Forget-me-nots, Pickeral Plants, Parrot Feather, Var. Sweet Flag, Primrose Creeper, Cellophane Plant, Flowering Rush, Arrowheads.

PLANTS THAT GROW SIMILAR TO WATER LILIES: Water Poppy, Water Snowflake, Floating Heart.

PLANTS THAT VINE: Floating Heart, Parrot Feather, Primrose Creeper, Morning Glory.

208 †PRIMROSE WILLOW. Erect plants 2 to 3 feet high with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of the pool or in tub gardens. 35c.

209 †WATER MORNING GLORY. This is something that IS NEW. It is a vining plant, grows to a length of 6 feet. Its blooms are huge cornets of glossy white, reaching a diameter of 6 inches. Beautiful beyond imagination, it should be included in your water garden. Excellent for solariums. 25c each.

† Parrot Feather

† Snowflake

† Water Poppy

§ Water Lettuce

§ Floating Fern

†§ Water Sprite



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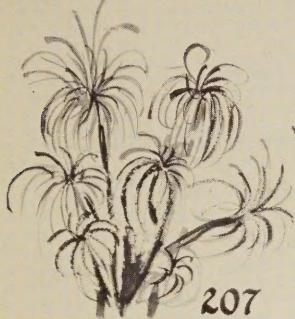
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207

† Umbrella Plant



208

† Primrose Willow



209

† Morning Glory



210

†§ Papyrus



211

†§ Water Canna



212

†§ Imperial Taro
†§ Violet Stem Taro
†§ Purple Stem Taro

210 †§ PAPYRUS or Egyptian Paper Plant. A very beautiful water plant with pleasing heads of foliage, reaching a height of four to six feet. It is unexcelled for pool planting. 50c.

211 †§ WATER CANNA. One of the best plants for pools—large canna leaves and flowers—tall growing, effective, and free blooming. 75c each

212 †IMPERIAL TARO. This plant should be in every water garden. A very attractive plant when planted in corners or used as center attraction. The leaves are blotched a dark brown and violet black. You will surely enjoy having this plant. Not hardy but usually can be wintered over in basement if kept wet. 75c each.

212A VIOLET STEM TARO—\$1.50 each.

212B PURPLE STEM TARO—\$1.00 each.

213 †PARROT FEATHER. Planted in water twelve inches deep, it sends silvery green heads along the top of the water. Planted in damp soil, it will grow and make a lovely showing. Try it—25c.

214 †WATER SNOWFLAKE. Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. 35c each

215 †WATER POPPY. This popular plant is one of our favorites and can be grown successfully in any pool—large or small or in tubs.

Can be planted in combination with lilies. Poppy by itself makes a wonderful appearance. The leaves float upon the surface, flowers are large and yellow—similar to the Poppy. Continuous bloomer. 25c each; 3 for 50c; \$2.00 per dozen

216 †§ WATER LETTUCE. Rosettes of beautiful iridescent green leaves; paler and with grayish tones forming a lovely contrast to the water Hyacinth when they are grown together. 25c each.

217 †§ FLOATING FERN. Beautiful, tropical, true fern, making a wide rosette of green leaves. Little ferns many times form on their antler-like leaves. 15c; 2 for 25c.

218 †§ WATER SPRITE. Broad fern like fronds that spread fan-like under water. New plants reproduced from the leaves. Light green in color. May also be used as floating plants. 25c each.

219 †YELLOW WATER IRIS. One of the most graceful and satisfactory of all the shallow water plants. Readily adapts itself to any condition—will grow in water up to 10" deep or grow as a garden plant at the pool's edge. Tall sword leaved plant—all colors—large blooms. 35c each; 4 for \$1.00.

220 †BLUE WATER IRIS. 35c each; 4 for \$1.00.

221 †JAPANESE WATER IRIS. 50c each; 4 for \$1.75.

222 †PICKEREL PLANT. Beautiful blue flowers. Total growth about 2 feet. 35c each.

223 *FLOATING HEART. Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.

224 *PRIMROSE CREEPER. A rapidly growing partially submerged aquatic with yellow flowers. 25c.

PLANTS NOT ILLUSTRATED

225 †FORGET-ME-NOT. The well known spring and summer flowering plant. 35c each.

226 †§ YELLOW CALLA LILY. Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. 75c each.

227 †AZOLLA, CALVINIA, DUCK WEED. Curious floating plants. Per portion 25c, assorted.

228 †§ WATER HYACINTH. The plant for every pond, pool or tub, water garden. A beautiful decorative plant floating with bright lavender flowers in spikes, has rosettes of rich green leaves with inflated base. The roots are long and fibrous making this plant the finest to use in spawning fish. So if you want to try and raise a few baby goldfish include this plant with your order. 4 for 50c; \$1.45 dozen. (Illustrated page 5).

229 *PURPLE WATER HYACINTH OR CREEPING WATER HYACINTH. Illustrated below. A creeping variety with lovely Blush Purple Blooms. Planted about 6 inches below surface, it just runs and runs, making a wonderful growth in a short time and very free blooming. 50c; 3 for \$1.35.

† Yellow Water Iris

† Blue Water Iris

† Japanese Water Iris

† Pickerel Plant

* Floating Heart

* Primrose Creeper



219



220



221



222



223



224



DAY BLOOMING EXOTIC LILIES

BLUE VARIETIES

BLUE BEAUTY. A wonderful variety, immense deep blue blooms, large as dinner plates, free flowering. Blooms illustrated above. **\$3.00 each**

DIRECTOR GEORGE T. MOORE—A famous Pring Hybrid. A very deep purple-blue flower, a new color in tropical lilies. **\$3.50**

BAGDAD—A combination leaf and flower Attraction—The leaves are marked with patches of dark reddish brown—The flowers—pale wisteria blue gold centered. **\$3.00**

PURPLE VARIETIES

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria-violet. **\$3.00**

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. **\$2.75**

PINK VARIETIES

CHICAGO. A clear pink lily with quantities of large blossoms; having as many as 8 blossoms at one time. The leaves are spotted mahogany. **\$2.35**

PEACH BLOW—Flowers petals are pink, flushed with yellow at the base. It is free blooming—Rosette shaped flowers. **\$3.00**

GENERAL PERSHING. It is the finest of all pink tropical day blooming lilies. Gorgeous, bright pink blossoms. This variety is a very prolific bloomer. **\$3.00 each**

Exotic Lilies

Day and Night Blooming Tropical Water Lilies

These Exotic Water Lilies bloom earlier and last longer than the Hardy Water Lily varieties. Immense blooms—pastel pinks and purple, rich deep blue, vivid crimson, and golden yellow—blooms that are borne regally on erect stems above their beautiful foliage, bring an exotic color and delicate fragrance to your pool that no other lily can. Night blooming varieties enhance your water garden as the sun goes down. No pool is complete without at least one of these tropical water lilies. We have listed in our catalog only those varieties we have found in our experience to be the most satisfactory. Our selection has been based on their own individual merits, color, free-blooming qualities, hardiness, and foliage. These are the varieties our customers everywhere have been buying year after year.

YELLOW VARIETIES

SUNBEAM—You will like this new deep yellow—Tropical lily free blooming. **\$4.00**

WHITE VARIETIES

MRS. GEORGE H. PRING. A new and novel type that produces numbers of large fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. **\$2.75**

NIGHT BLOOMING EXOTIC LILIES

WHITE VARIETIES

JUNO. Immense, pure white blossoms. The largest flowering Night Blooming lily. Unequalled for form and beauty. On cloudy days or in later summer when the weather is cooler, these superb blooms remain continuously. **\$2.50 each**

MISSOURI. The finest white night blooming variety. The earliest to bloom and very dependable. **\$2.75**

RED VARIETIES

H. C. HAARSTICK. The flowers of this Night Blooming Lily are large and exotic in appearance; vivid red in color. This variety you will like. Plant one and your pool will be a center of interest. Leaves are handsome, purple-red in color. **\$2.75 each**

EMILY GRANT HUTCHINGS. We are now listing this new night blooming water lily—extremely large cup shaped flowers—Amaranth red color—Free Bloomer—should be in every pool. **Price \$2.50 each**



WATER HYACINTHS

A beautiful floating plant for every water garden—bright lavender flowers grow above rosettes of rich green leaves with inflated base. The long roots of this plant are dense and fibrous which make it the finest plant to use for spawning goldfish. New plants form rapidly and grow from runners off the mature plant. Floating water hyacinths with their rich green foliage and gorgeous lavender colored blooms add untold beauty to any pool. And by all means, if you intend to raise some baby goldfish have at least a half dozen in your pool this spring.

20c EACH — 4 for 50c — \$1.45 DOZEN

The Lotus-

There is something fascinating about a Lotus. Symbolic of purity under temptation, so the followers of Buddha have said.

In the Lotus we see beauty of form and harmony of color, great concave, shield-like leaves often 2 feet in diameter, large buds borne on long stems 4 to 8 feet tall, enormous flowers with delightful fragrance.

Lotus are perennial, coming up year after year. They should be planted in full sunlight at a depth of from 6 to 18 inches below water level in a container, which should be about 15 inches by 24 inches and at least 10 inches deep. Soil, a rich mixture of top soil and well rotted cow manure.

Lotus are shipped from April 15th to June 15th.

CHINESE RED LOTUS. The King of Lotus. Large full double flowers of bright rosy carmine carried well above the foliage. A gorgeous variety; magnificent in every respect. Can be grown in tub, small or large pool—natural lake—in pools provide a box containing at least 3 bushels of soil.

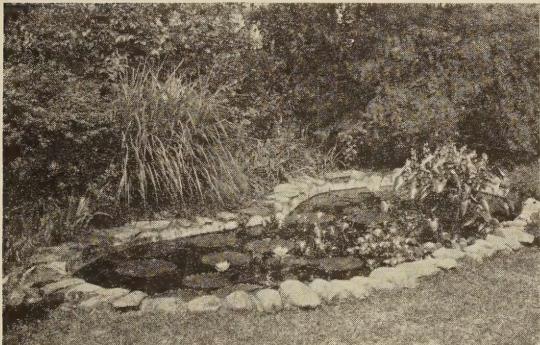
Each \$4.50

AMERICAN YELLOW LOTUS. (*Luteum*). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. Each \$3.50

EGYPTIAN PINK LOTUS. (*Speciosum*). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. Each \$3.50

SHIROMAN WHITE LOTUS—Illustrated below—Big double blossoms of pure white color. Truly the Queen of Lotus. Each \$4.50

MIXED LOTUS. During the spring rush, labels get lost, and if you want "just a lotus" order one of these. Each \$3.25



COMPLETE POOL COLLECTION for Any Popular Size Pool

COLLECTION No. 15

1 Chinese Double Lotus, 1 Blue Beauty, Tropical Lily, 1 Glorioso, Hardy Red Lily, 1 Chromatella, Hardy yellow; one each, Umbrella Palm, Papyrus, and Cattail.

ALL—these beautiful plants to complete your Water Garden. Regular catalog value \$14.85.

Collection Price \$12.50

COLLECTION NO 2-A TEN ASSORTED FLOATING PLANTS

This aquatic collection should be ordered with Lily collections. An excellent group of Floating Plants most useful for your fish to spawn on and for your baby fish to hide in. In this collection are the interesting Water Fern, Shell Flower, Parrot Feather and Water Hyacinths.

Collection No. 2-A

\$1.75

GOLDFISH COLLECTIONS

COLLECTION NO. 25—FOR THE SMALL POOL

25 FISH. A complete collection of small size fish for the small pool assorted as follows: 15 Selected Common fish, 3 to 5 inches; 6 Calico fish; 2 Telescopes; 2 Fantails.

25 Fish, \$4.00—Shipping Can included.

COLLECTION NO. 26—FOR THE MEDIUM POOL

FIFTY FISH. A combination of all sizes of goldfish assorted as follows: 20 selected common fish 2 to 4 inches; 10 Calico fish, 2 to 4 inches; 10 selected goldfish, 4 to 6 inches; 10 assorted Fantails and Telescopes.

50 Fish, \$7.50—plus \$3.00 Deposit for return of Shipping Can.

COMPLETE POOL COLLECTION NO. 31

Here Is A Collection That Is Complete In Every Respect!

EVERYTHING YOU NEED TO COMPLETELY STOCK A POOL 4 x 4 FT. OR LARGER. TO GIVE YOU THE MOST VALUE FOR YOUR MONEY AND AT THE SAME TIME INCLUDE EVERYTHING YOU WILL NEED FOR A SEASON OF WATER GARDENING PLEASURE WE HAVE LISTED HERE THIS GROUPING OF PLANTS, GOLDFISH, WATER-LILIES, SNAILS. A REAL VALUE—COLLECTION NO. 31 INCLUDES:

2 HARDY WATER LILIES (Pink, Marliac Rosea—White, Gladstone), 2 Beautiful Shallow Water Plants—4 Submerged Oxygenating Plants—4 Water Hyacinths—2 Japanese Live Bearing Snails—25 Assorted Goldfish (Goldfish Col. No. 25). Shipping can for goldfish included in price of this collection.

Collection No. 31 — All for \$8.50

POOL ESSSENTIALS — THESE ITEMS ARE A MUST!

JO-JO OUTDOOR FISH FOOD—10 oz. package. This is a scientifically compounded food for all outdoor fishes; contains all the ingredients necessary for the growth, color, and vitality of healthy fish.

JO-JO OUTDOOR FISH FOOD — 10 oz. Box

50c each; 3 for \$1.45

ARGUCIDE — Keeps Fish Healthy — Water Clear

Kills fish lice in pools—Helps control green scum (algae)—Easy to use—Economical—Nothing to remove—Will not harm fish, plants, or snails, when used as directed. Complete instructions in package.

Argicide—2½ ounce Size—to treat small pools up to 500 gal. capacity **PRICE \$1.25**
Argicide—4½ ounce Size—to treat larger pools up to 1200 gal. capacity **PRICE \$1.75**

WATER RITE—Don't take chances—don't let chlorinated city water kill the fish in your pool. After draining and re-filling your pool use Water Rite. Eliminates chlorine and chloramine in tap water—makes it instantly safe.

4 ounces Jar—treats 250 gal. **\$1.00** — 1 pound Jar—treats 1000 gal. **\$3.25**

POOL DISINFECTANT—(Potassium Permanganate) an antiseptic, deodorant, disinfectant, germicide, and fungicide. Can be used to kill and control algae, fish lice and other parasites, and as a water purifier. **PER BOTTLE 50c.**

BAUSMAN'S FISH TONIC—A salt base tonic to "pep-up" your fish after the ice has thawed in your pool—helps heal bruises and prevent fungus. **4 OZ. 25c.**



Minimum Order \$2.00 plus Shipping Can.

COMET TAILS—These are the best known of the goldfish; a variety with long graceful tails and brilliant colors.

LARGE GOLDFISH—COMET TAILS

2 to 3 inch	each	15c	dozen	\$ 1.50
3 to 4 inch	each	20c	dozen	2.00
4 to 5 inch	each	35c	dozen	3.50
5 to 6 inch	each	50c	dozen	5.00
6 to 7 inch	each	1.00	dozen	9.00
8 to 9 inch	each	1.50	dozen	12.00
10 to 12 inch	each	3.00	dozen	30.00

FANTAILS—The most graceful and perhaps best liked of the goldfish.

2 inch	each	25c	dozen	\$ 2.50
3 inch	each	35c	dozen	3.50

SHUBUNKINS—A thoroughly hardy fish with brilliantly mottled colors, blue, red and black, white, yellow, and brown. These fish are also known as "Calico Fish".
 2 to 3 inch **each 25c dozen \$2.50**
 3 to 4 inch **each 35c dozen 3.50**

CALICO FANTAILS—A delightful combination of brilliant calico colors and graceful tail. The Calico Fantail is one of the more unusual types of goldfish.
 2 inch **each 35c dozen \$3.50**
 3 inch **each 50c dozen 5.00**

TELESCOPES—These velvety black fish have large protruding "pop-eyes."
 2 inch **each 35c dozen \$3.50**
 3 inch **each 50c dozen 5.00**

READ BEFORE ORDERING GOLDFISH

GOLDFISH ARE SHIPPED RAILWAY EXPRESS—MINIMUM ORDER \$2.00
 WE GUARANTEE LIVE ARRIVAL OF GOLDFISH

NO ORDER ACCEPTED FOR GOLDFISH IF SHIPPING DISTANCE IS OVER 1000 MILES

Live arrival guaranteed under the following conditions: If shipment arrives in bad condition notify the Railway Express Claim Department at once—obtain from them a "Joint Inspection Bad Order Report." Return our can and mail us this Bad Order Report. With this, we can replace the dead fish to you free of charge. No claims will be considered without this Bad Order Report. We reserve the right to replace or refund purchase price of fish at our discretion.

SHIPPING CANS

Orders for up to 25 fish are shipped in non-returnable shipping cans. Add 50c to the amount of your order for the cost of this can.

Orders for up to 50 fish are shipped in our type "B" shipping can. We require a deposit of \$3.00 to insure the return of this can. "B" Cans to be returned prepaid, your deposit refunded on receipt of our can.

Orders for more than 50 fish or larger fish are shipped in our type "A" shipping cans. We require a deposit of \$7.50 to insure return of this can. "A" cans to be returned prepaid, your deposit refunded on receipt of our can.

Please Note: All type A and B fish cans can be returned via the Railway Express "EMPTY CONTAINER RATE" from any point in the United States plus tax. The deposit we require is nowhere near the value of these shipping cans, we must have these cans back. We expect your co-operation and appreciate it.

New! AT LOVELAND

THE BEST BUYS FOR '54 FOR YOUR AQUARIUM

We have included these last two pages in this our Spring Plants for Pools catalog as a supplement to our 1953 catalog of "Things Aquatic in the Home." If you have not received our catalog of "Things Aquatic in the Home" please let us know and we will be happy to send you a copy.

In accord with our policy of serving our customers and supplying them with only the best of "Things Aquatic" you can be sure that all the items listed on these pages have been tested and proven of merit.

FROZEN FISH FOODS—FOR SALE AT PLANT ONLY— We Do Not Ship Frozen Fish Foods from this Catalog.

Frozen Fish Foods are equal in food value to live food. Regular feedings of either Frozen Daphnia or Brine Shrimp will noticeably effect a wonderful change in all your fish. Keeps indefinitely in home freezers or freezing compartment in your refrigerator.

FROZEN DAPHNIA—Pure Frozen Daphnia—caught, cleaned, and frozen while still alive. Packed in 1 ounce paper cup, chop off what you intend feeding, thaw and feed only what fish will eat immediately. **35c EACH; 3 FOR \$1.00.**

SANDERS FROZEN BRINE SHRIMP—Fresh caught and frozen alive, adult Brine Shrimp from the Great Salt Lake in Utah. Packaged in plastic bags. Chip off enough for one feeding, thaw and feed only what fish will eat immediately. Remainder will keep indefinitely if kept frozen solid. 1 ounce Package **30c**; 3½ ounce Package **75c**; ½ Pint **\$1.25**; Pint **\$2.25**.

NEW BOOKS

THE TROPICAL FISH BOOK, by Ruthven Todd—144 pages inside a beautifully illustrated full color cover showing some of the more popular varieties of Tropical Fish. Completely illustrated with literally hundreds of pictures and photographs this book is an outstanding source of information to the aquarist. Explanations are clear and concise. **PRICE 75c.**

AQUARIUM PLANTS—by Herbert R. Axelrod—This 34 page booklet fills a long standing need for a guide to the selection, identification, care and propagation of aquarium plants. Over 25 actual photographs illustrate plants that are well suited for every aquarium. The author describes in detail the purpose and use of different types and individual care. **PRICE 25c.**

TROPICAL FISH AS PETS—by Herbert R. Axelrod—Another 34 page booklet with colorful cover. A booklet for beginners, an up-to-date guide to the selection, care, and breeding of Tropical Fish. It has an excellent chart on diseases and their cure, complete instructions to properly set-up an aquarium, information in detail on habits and breeding of many varieties and many other bits of knowledge that are of interest to every hobbyist. **PRICE 25c.**

LONGLIFE FLAKE FOODS—Developed in Europe and imported exclusively by Longlife the Flake Foods provide a wider range of diet that means extra strength, health, and beauty for all aquarium fish.

LONGLIFE ROSA FLAKES—Brings out the color, particularly red, in all fish. **1/4 ounce can. PER CAN 35c.**

Large Size Box **95c**

LONGLIFE VITA FLAKES—"Vitalized" for extra nutrition equivalent in value to live food. **1/4 ounce can. PER CAN 35c.**

Large Size Box **95c**

FISH-ADE NUTRITIOUS TREAT FOODS—All of these foods are high in animal protein and enriched with Vitamin B-12 and Xantho. All come in moisture proof containers with shaker tops. **1/2 ounce cans.**

FISH-ADE SALMON EGG MEAL PER CAN **25c**

FISH-ADE SHRIMP MEAT PER CAN **25c**

FISH-ADE CRAB MEAL PER CAN **25c**

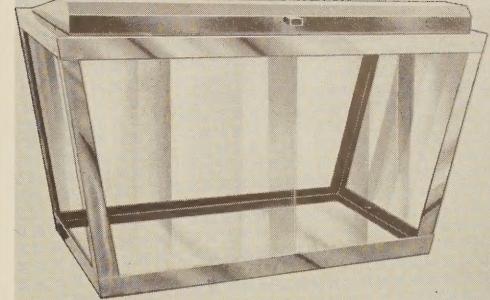
FISH-ADE BEEF MEAL PER CAN **25c**

FISH-ADE DEODORANT PURIFIER—Destroys odors in aquariums and prevents new ones. Contains odor-destroying chlorophyl. Conditions water to proper pH value for maximum fish and plant growth. In shapes of lobster, fish, turtle and frog. **35c EACH; 3 FOR \$1.**

FISH-ADE TURTLE ADE—A granular substance molded in the shape of a turtle. Dissolves in turtle bowl water to stop odors, purify water and build hard shells. Contains Vitamin D, lime, and chlorophyl. Individually wrapped in cellophane with instructive folder on turtle care. **EACH 20c.**

SANDERS BRINE SHRIMP—At last! A top quality Brine Shrimp Egg at a price everyone can afford. A boon to hobbyists and breeders of Tropical Fish everywhere. Simple to hatch—we send complete folder containing directions with every order. Feed your fish this easy to prepare live food and notice the difference immediately. For adults and fry alike.

2 OZ. BOT. 50c; HALF PINT \$2.00; PINT \$3.95; QT. \$7.50



Flared S. S. Aquarium

STAINLESS STEEL — FLARED AQUARIUMS

COMPLETE WITH STAINLESS STEEL REFLECTOR HOOD

The perfect aquarium for those with a flair for the modern! Decorative—practical—this newly designed aquarium is the perfect accent to even the most modern interior. Quality construction throughout, highly polished stainless steel welded frame, extra clear vision glass. All corner joints soldered and burnished smooth. Cutouts in full-hoods provide space for heaters, thermostats, air-lines and filters. Rail-guide permits easy access of aquarium and prevents reflector-hood from falling into aquarium. Prices include hood and packing charges.

No.	Top Length	Bottom Length	Width	Height	Capacity	Price
PF 8	18½"	14¼"	9¾"	12¾"	8 gals.	\$32.50
PF 14	25½"	20¼"	10¾"	14¾"	14 gals.	42.50
PF 23	30¼"	24¼"	12¾"	16¾"	23 gals.	62.50

MODERN STAINLESS STEEL AQUARIUM STANDS—Highly polished stainless steel throughout, tapered legs, stainless steel tray, sturdily built, quality construction. All stands 30" high.

Modern Stand 10" Wide — 20" Long \$39.95

Modern Stand 12" Wide — 24" Long 42.50

Modern Stand 12" Wide — 30" Long 50.00

Stands fit our regular AC series Stainless Steel Aquariums.

COPPER OR BRASS AQUARIUMS

COMPLETE WITH MATCHING FULL REFLECTOR HOOD

These aquariums are the ultimate in quality construction. For those of you who prefer the finest—handsome and well made. The perfect touch with "Early American Decor" or any room where other copper or brass furnishings are used. Each complete with full reflector hood, rail guide features, cutouts for filters etc. Prices include all packing charges. **WHEN ORDERING BE SURE YOU SPECIFY "COPPER" or "BRASS."**

No.	Length	Width	Height	Capacity	Price
P-205	14"	8"	10"	5 gals.	\$22.50
P-210	20"	10"	12"	10 gals.	32.50
P-215	24"	12"	12"	15 gals.	42.50

WIL-NES AQUARIUM PRODUCTS

THE ALL D" BOTTOM FILTER AND AERATOR—#105— A completely new innovation, a molded crystal-clear plastic filter designed specifically for aquarium use. Sloped surface with angled vents increases water intake surface, detachable charcoal tray provides easy rinsing of charcoal, triangular shape makes this bottom filter easily concealed in corner of aquarium. Can be 80% buried in the gravel and still operate at top efficiency. PRICE \$2.00.

WIL-NES JET-FLOW FILTER—(Not illustrated) A moulded plastic outside filter that has removable partitions for easy cleaning. This filter uses a larger type air lift and plastic tubing extension to provide faster, more efficient, filtration than can be had with more conventional types. Jet-Flow Filter is particularly good when used on aquariums 15 gallons or more capacity. PRICE \$4.75.

WIL-NES #130 "TAKE-APART" EVEN-FLO AIR LIFT STEM (Not illustrated) For use on any type filter (Specify Inside or Outside) that conventional type air lift will fit. More efficient in operation, designed so that all parts can be detached and removed for thorough cleaning. PRICE \$1.00.

WIL-NES #131 "TAKE-APART" STANDARD AIR LIFT STEM (Not illustrated) For use with any filter—new design makes cleaning of all parts a simple operation. Can be completely de-assembled. 75c.

WIL-NES AIR STONES AND EXTENSIONS—Highly porous brown air stones with precision moulded rigid plastic stem extensions. May be used with any type air pump.

#308—Cylinder Air Stone—35c each.

#309—Small Ball Air Releaser—35c each.

#310—Large Ball Air Releaser on 14" Curved Stem—75c each.

#311—Pyramid Air Releaser on 14" Curved Stem—50c each.

#312—14" J-Curved Stem Extension—20c each.

#313—12" Straight Stem Extension—15c each.

WIL-NES #109 PLASTIC WORM FEEDER—Non-sinkable—detachable underslung catch-all platform prevents worms from falling to the bottom of the aquarium where they embed themselves under the gravel. PRICE 50c.

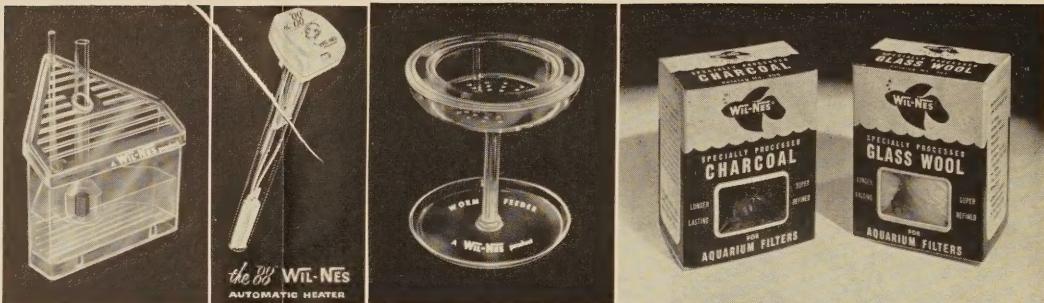
WIL-NES #88 SINGLE TUBE AUTOMATIC HEATER—The finest single tube heater and thermostat ever made! The #88 features a beautiful styled moulded plastic housing that encases the built-in pilot light, screw-type clamp holder, and outside adjustment thermostat knob. Ultra-sensitive thermostat, accurate to 1 degree F. longlasting heater element in one tube. All parts replaceable, complete with directions in the following sizes:

PLEASE SPECIFY TUBE LENGTH AND WATTAGE WHEN ORDERING.

#88—8" Tube—25, 40, 50, 60, 75, 100 watts—\$5.75 EACH.

#88—10" Tube—75, 100 watts—\$6.00 EACH.

#88—10h—10" Tube—125, 150 watts—\$6.50.



Wil-Nes #105

#88

#109 Worm Feeder

Wil-Nes Packaged
Charcoal & Glass Wool

WIL-NES #112 BETTA DISPLAY TANK—Precision moulded crystal clear plastic two compartment Betta Trap. Will accommodate two Bettas. Complete with full cover, partition dividers, metal hangers to suspend trap inside community aquarium. PRICE \$2.75.

WIL-NES #300 SPECIALLY PROCESSED FILTER CHARCOAL—Pure animal bone charcoal, specially processed for use in aquarium filters. PER PACKAGE 45c.

WIL-NES #301 SUPER REFINED SPUN GLASS WOOL—Soft, spun glass fibers collect even the smallest particles of waste in aquarium filters. We recommend glass wool on top of charcoal in all filters. 1 OUNCE PACKAGE 25c.

WIL-NES #107 "TAKE-APART" JUNIOR INSIDE FILTER—Expertly designed to give high volume filter action. Equipped with adjustable aluminum hangers to fit any size aquarium. PRICE \$1.50.

WIL-NES #108 "TAKE-APART" JUNIOR BOTTOM FILTER—Small and compact, bottom filter and aerator. Can be completely taken apart for easy cleaning. Works with any air pump. PRICE \$1.25.

WIL-NES #106 "TAKE-APART" POWER DIP TUBES—3 sizes in either DELUXE or DUPLEX models. DUPLEX Power Dip Tubes have interchangeable "Snorkle" attachment specifically designed for cleaning surface of gravel. DELUXE model has only slender nozzle, made for easy cleaning around plants, and hard to get into corners. Both models operate with any type air pump.

SIZE	DELUXE PRICE	DUPLEX PRICE
15"	\$1.75	\$2.00
19"	2.00	2.25
24"	2.50	2.75

WIL-NES #135 BALL STRAINER for Filter Stems—15c each.

STAINLESS STEEL PUMP HANGER—Sturdy, highly polished steel, 5 1/2" long, 3 1/2" wide. Fits tanks with 1/2" top frame. PRICE \$1.00.

NEW AQUARIUM CLEANING DEVICES

MAGIC WAND DIP TUBE—The Magic Wand is an inexpensive hand operated filter-dip tube. Rubber bulb on top of filter compartment sucks dirt from bottom of any size aquarium into chamber containing glass wool. Clean water is then allowed to return to aquarium directly. Simple to operate—"a squeeze is all it takes"—easy to clean—length adjustable to 18". PRICE \$3.50.

PLASTIC SIPHON HOSE—3/8" inside diameter heavy wall plastic tubing comes in any length you desire for a siphon to remove dirt or water from the bottom of the aquarium. AVAILABLE IN THE FOLLOWING LENGTHS: 6 FT. \$1.00; 10 FT. \$1.50; 15 FT. \$2.25.

FOR AQUARIUM DECORATION

AQUARI-DECALS—The new modern background is the decal for the back glass of your aquarium. Distinctively different, easily and permanently applied. Every design an exclusive! A panorama of gorgeous colors that blend beautifully as well as accentuate the natural color and beauty of the plants and fish in your aquarium. Available in three sizes, all may be cut or pieced together as you wish.
SMALL DECAL—11" x 16"—EACH \$1.25.
REGULAR DECAL—16" x 23"—EACH \$2.00.
SUPER DECAL—20" x 35"—EACH \$4.00.

NEW OUTSIDE FILTERS

SAXON DELUXE OUTSIDE FILTER—"TRAPZIT" SIPHON STRAINER is an innovation that makes this filter outstanding. Trapzit strainer siphons all the suspended matter floating in your aquarium without permitting baby fish to be siphoned into the filter. New reinforced moulded plastic air lift moves a large quantity of water and is made to last. Outside filter box is beautifully moulded with removable partition for ease in cleaning. We sincerely believe this to be one of the finest moulded plastic outside filters available today. PRICE \$2.95 EACH.

PLANT FOOD—**FULTON'S PLANT TABS**—A specially prepared aquarium plant fertilizer that is safe to use with fish to stimulate growth in all aquariums. It is especially important to use plant food in newly set aquariums which lack the natural fertilizer furnished by the fish. 50 tablets in box with complete directions. PRICE PER BOX 35c.

Visitors Welcome!

We cordially invite you to visit "Ohio's Finest Water Gardens." We are here to serve you at our plant daily and Sundays as well as to fill your orders by mail. Your whole family will be delighted by the unusual and exotic beauty of our twenty eight acres devoted exclusively to "Things Aquatic."

The picturesque gateway at The Loveland Goldfish Farm and our "Cigar Smoking Frog" have been for many years a landmark on the C. C. C. Highway. Located just twenty miles from downtown Cincinnati our aquatic nurseries, water gardens, and show rooms have been a mecca for fish and plant lovers for thirty years. Thousands of visitors have enjoyed wandering through our plant filled greenhouses, through our Tropical Fish display rooms, and around our goldfish ponds and lily pools outside. Many faces have become familiar and we have made many, many friends among our customers who come regularly to see us.

"Visitors are Welcome!" And we mean it! When you come out to see us—bring the family. Whether you come to look or to shop, you are welcome to stay as long as you like and to roam wherever you wish.

PLEASE! DON'T GET LOST.

WE ARE NOT LOCATED IN THE "VILLAGE" OF LOVELAND—(Loveland, Ohio is our mailing address only.)

STAY ON MONTGOMERY ROAD (U. S. 22—State Route 3)—OUR GATE IS EXACTLY 5 MILES BEYOND THE "DRIVE IN THEATRE" IN MONTGOMERY, OHIO.

From January 1 to April 1 we are open Weekdays 8 to 4:30 — Saturdays 8 to 5 — Sundays 12 to 5:30.

From April 2 to December 31 we are open Weekdays 8 to 4:30 — Saturdays 8 to 5 — Sundays 9 to 5:30.

We are not open in the evening and we close in observance of the following holidays: New Years Day, Decoration Day, Independence Day, Labor Day, Thanksgiving and Christmas.

LOVELAND GOLDFISH FARM AND AQUATIC NURSERIES — LOCATED ON THE C. C. C. HIGHWAY (U. S. 22 — STATE ROUTE 3) JUST A PLEASANT 20 MILE DRIVE FROM DOWNTOWN CINCINNATI.

OUR PHONE NUMBER — LOVELAND 5-5521

January 1 to
April 1
Open Daily
8 to 4:30
Sundays
12 to 5:30



April 2 to
December 31
Open Daily
8 to 4:30
Sundays
9 to 5:30

★ **LOVELAND** ★
GOLDFISH FARM • AQUATIC NURSERIES